

# 2020 DMA Conference

## **PROGRAM and SPEAKER INFORMATION**

*for*

Managers Track  
Aesthetic Track  
Office Staff Track

# 2020 DMA Conference

## PROGRAM & SPEAKER INFORMATION

### Managers Track

**ICD & CPT Dermatology Coding Updates for 2020**

**Credentialing – Where Do I Begin?**

**Intro to AAD Practice Management Center Coding Resources**

☆ *Cynthia Stewart, American Academy of Dermatology*

**Understanding & Mastering High Risk Areas of Dermatology**

**Coding**

☆ *Jennie Hitchcock, Compass International Resources*

**2020 Reimbursement Insights**

☆ *Elizabeth Woodcock, Woodcock & Associates*

**Increasing Patient Volumes with Reputation Cycle Marketing**

☆ *Chris Snellgrove, Digital Media Nation*

**What Your Physician Really Wants From You**

☆ *Stephen Dickens, State Volunteer Mutual Insurance Company*

**It Begins and Ends with Insiders**

☆ *Donna Grindle, Kardon*

**Financial Benchmarking**

☆ *Michele Simmons, Allergan Practice Consulting Group*

**Teledermatology**

☆ *Asha Shah, MD, MagMutual Insurance Company*

# 2020 DMA Conference

## PROGRAM & SPEAKER INFORMATION

### Aesthetic Track

#### Energy-based Devices in 2020

☆ *Patrick Clark, Medical Laser Dynamics*

#### Staying Focused on the Fundamentals of Growing Your Aesthetic Business

☆ *Carrie Galpin, Galderma*

#### Benefits and Applications for Platelet-Rich Plasma

☆ *Edmond Griffin, MD, Dermatology Associates of Georgia*

### Office Staff Track

#### Maximizing Effective Collections in the Medical Office

☆ *David Wiener, Cash Flow Strategies*

#### Protecting Health Information is Patient Care

☆ *Donna Grindle, Kardon*

#### Now, How, Wow

☆ *Michele Simmons, Allergan Practice Consulting Group*

# Programs & Speakers

## Managers Track

### **ICD & CPT Dermatology Coding Updates for 2020**

2020 presents multiple coding changes that affect dermatology practice claims, coding and reimbursement. This session is focused on unveiling updates and changes to the coding and billing of dermatology services and procedures.

### **Credentialing – Where Do I Begin?**

Credentialing providers and the dermatology practice is an involved and at times, complex process in which a single false step or delay can be costly for your organization. Whether you are adding a new provider or opening a new practice, knowing what information is needed, who will take the lead in the administrative process and what credentialing resources are available are key to reducing credentialing process woes.

### **Introduction to the AAD Practice Management Center Coding Resources**

Tour the new AAD Practice Management website for online resources available to assist you when putting changes into practice.

### **Cynthia Stewart, CPC, CPMA, COC, CPC-I**

American Academy of Dermatology

Cynthia Stewart has 30 years of experience in the medical profession applying her knowledge and experience in many healthcare administrative, coding and revenue cycle management and training roles throughout multiple specialties.

Cynthia holds multiple coding and auditing certifications through the American Academy of Professional Coders and was the 2011-2013 AAPC National Advisory Board President. She is an ICD-10-CM/PCS Expert and National Trainer presenting on ICD-10 and other healthcare related topics across the nation and at Regional and National AAPC Conferences. She is a published author and a contributing author of multiple medical coding and healthcare administration texts and articles.

Cynthia is the Manager of Coding and Reimbursement Resources in the AAD Practice Management Department and DermCAC Staff Liaison for the AAD Policy and Advocacy Department. She is a contributing author of *DermCoding Consult* and *Member to Member Coding Community*. She is a presenter at the Association of Dermatology Administrators and Managers annual meeting and provides dermatology resident training programs and the Academy's on Coding-based webinars and webcasts.



## Programs & Speakers

# Managers Track

### **Understanding and Mastering High Risk Areas of Dermatology Coding**

The dramatic increase in Medicare payments for dermatology services has increased the risk of an outside payer audit for all dermatology providers. The highest risk areas include 1) correct coding and ensuring that medical necessity requirements are met for billing Mohs surgery, and 2) certain high-risk modifiers, including modifier -59 and -25. This session will review the risks in these areas of dermatology coding, billing and documentation and provide specific guidance to help dermatology practices to manage compliance risk and accurately document in the medical record to support appropriate billing.

#### **Jennie Hitchcock, President**

Compass International Resources, Inc.

Jennie Hitchcock has served healthcare organizations in progressively sophisticated undertakings since 1986, excelling in executive, administrative and consulting roles. She has developed a unique depth and breadth of healthcare industry experience, particularly related to physician matters. With a focus on results, leadership and continuous learning, Jennie consistently delivers value to the organizations she serves.

Jennie is the co-founder and president of Compass Healthcare Consulting, working with healthcare organizations to improve coding, compliance, revenue cycle and operational performance.

Jennie has been a certified professional coder since 1998 and has performed coding, billing and clinical documentation review for thousands of medical records. She currently leads a team of professional coders reviewing thousands of records for services provided by Mohs surgeons, dermatopathologists and general dermatology providers.

Over the years Jennie has earned recognition as an industry expert and has presented numerous compliance, regulatory and practice management topics to national audiences, including presentations at the national American Health Information Management Association, the American Health Lawyers Association, MGMA and the National Summit on Physician Billing and Coding. She has written for and contributed to a number of national physician-related publications.

Jennie holds a bachelor's degree in Organizational Behavior from Rollins College in Winter Park, Florida and is a Certified Coding Specialist-Physician from AHIMA and a Certified Medical Practice Executive from MGMA.



## Programs & Speakers

# Managers Track

### **2020 Reimbursement Insights**

What's on the horizon? Learn how to avoid penalties and understand how current changes in E&M coding, QPP, MIPS, conversion rates, Medicare schedules and patient financial responsibilities can affect your reimbursements.

### **Elizabeth W. Woodcock, MBA, FACMPE, CPC**

Woodcock & Associates, Atlanta, GA

Elizabeth Woodcock is a professional speaker, trainer and author specializing in medical practice management. She has focused on medical practice operations for more than 20 years combining innovation and analysis to teach practice operations. She has delivered presentations at regional and national conferences to more than 200,000 physicians and managers.

In addition to her popular email newsletters, Elizabeth has authored 15 best-selling practice management books, and published dozens of articles in national healthcare management journals. She is a Fellow in the American College of Medical Practice Executives and a Certified Professional Coder. In addition to a Bachelor of Arts degree from Duke University, Elizabeth completed a Master of Business Administration in healthcare management from The Wharton School of Business.

Elizabeth is an avid scuba diver and a CrossFit fanatic and the mother of three children.



## Programs & Speakers

# Managers Track

### **Increasing Patient Volumes with Reputation Cycle Marketing**

Take control to manage your online reputation through patient experience and revenue generation. Learn how to build a pipeline of new customers for your practice. Make it easier for your happy patients to share their testimonials and reviews with their friends and family on social media sites. Yes, the number of reviews and stars matter. There's no better way to build your business than having the friends, family and acquaintances of your patients hear about their positive experiences working with you – from them.

#### **Chris Snellgrove, CEO**

Reputation Sensei™, Digital Media Nation LLC

Chris Snellgrove has more than 25 years of business development and sales experience. He understands the importance of building relationships with clients, prospects and business partners and considers these relationships the foundation of his success growing and managing multimillion-dollar businesses. His unshakeable determination and strategic sales acumen enable his company to transfer best-in-class digital marketing practices to businesses of all sizes. Under his leadership, clients are able to build, manage, protect and market their customer experience to drive referrals and reduce marketing costs.



## Programs & Speakers

# Managers Track

### What Your Physician Really Wants from You

Running a successful medical group is a daunting task. The typical administrator often finds him or herself in a lonely place stuck somewhere between the physicians and staff each with different needs and expectations. The effective executive forms a partnership with the lead physician that produces not only a positive relationship but also an efficient and profitable practice. This session will discuss the key elements to creating such a working relationship.

#### Objectives:

- Identify the elements of a positive physician-administrator relationship
- List key indicators to lead and monitor practice operations
- Articulate effective communication and meeting strategies

### Stephen Dickens, JD, FACMPE

SVMIC, Brentwood, TN

Stephen Dickens is an attorney in the Medical Practice Services Department with State Volunteer Mutual Insurance Company where he works as a Senior Consultant in Organizational Dynamics. He advises physicians and their staff on organizational issues including operations, strategic planning, leadership, patient experience and human resources.

Stephen is a frequent speaker at state and national conferences. He has spent over 22 years working with physicians in various roles including 15 years in medical practice, hospital and home care executive positions before joining SVMIC in 2008.

Stephen is a Past Chair of MGMA, Past President of the MGMA Financial Management Society Tennessee MGMA and Tennessee Association for Home Care. He is a Board Certified Medical Practice Executive and a Fellow in the American College of Medical Practice Executives and he earned a Fellowship in the American College of Healthcare Executives and certification as a Home and Hospice Care Executive by the National Association for Home Care.

In 2015 he was the recipient of the Martha Johnson Distinguished Service Award from the Tennessee MGMA honoring his contributions to the organization and the medical practice profession. He has also been named Tennessee's Home Care Administrator of the Year and received the President's Award for service to the industry from the Tennessee Association for Home Care.

#### EDUCATION:

J.D. – Nashville School of Law

M.A. in Educational Psychology - Tennessee Technological University

B.S. in Business Administration – Tennessee Technological University





## Programs & Speakers

# Managers Track

### **It Begins and Ends With Insiders**

Insiders are statistically more likely to be the root cause of any breach. Learn some real world examples and the things you can do to develop a workforce that is made of strong defenders, not your weakest links.

### **Donna Grindle**

Kardon

Donna Grindle has been helping those in healthcare professions with their IT, security and privacy needs for over 30 years. Early in her career she worked in software development progressing through the ranks to management and executive positions before striking out on her own in 1998, specializing in consulting and technology support for a variety of businesses in the medical industry.

As founder and president of Kardon, Donna's extensive experience is focused on developing and maintaining effective privacy and security programs with a focus on those that must be HIPAA compliant.

Donna is a frequent - and highly entertaining - speaker at conferences, forums and webinars. She has a unique ability to make topics like HIPAA and cybersecurity interesting and fun. She does this every week on her podcast "Help Me With HIPAA".

[Click here for more information about Donna and Kardon.](#)



## Programs & Speakers

# Managers Track

### **Financial Benchmarking**

Review key operating metrics that impact practice performance. Identify areas for improvement and develop internal trends analysis that can be compared to industry statistics that provide you with good information to drive sound business decisions.

### **Michele Simmons**

Allergan Practice Consulting Group, Richmond, VA

Michele Simmons is a Senior Management Consultant with the Allergan Practice Consulting Group of Allergan, Inc. She consults with dermatology, medical spas and plastic surgery practices in the areas of financial analysis, practice evaluations, human resource issues, internal and external marketing, leadership training and team building. After more than 16 years, she also advises on sales training, compensation and cosmetic practice development.

Michele has participated in corporate marketing initiatives that included planning and strategizing the launch of several new products and indications into the field of aesthetic medicine. Previously, she worked as a practice administrator and patient care coordinator for a private practice in the southeast.

Michele earned her bachelor of arts degree from Elon University in Elon, NC and her Masters of Arts in Organizational Communication from Queens University in Charlotte, NC. She currently lives in Richmond, VA.



## Programs & Speakers

# Managers Track

### Tele dermatology

Telemedicine has the potential to be an asset for the healthcare community. When used appropriately, it can be a tool for managing chronic conditions, communicating with remote patients, and sharing information with other physicians and healthcare networks. Though there could be many advantages to utilizing telemedicine it's important to maintain standard of care, quality of care, and patient safety while doing so. Learn how dermatology is used in telemedicine to efficiently expand patient access to care and knowledge

#### Dr. Asha Patel Shah

Dr. Asha Patel Shah received her Doctor of Medicine with Research Distinction from the University of Miami under the Honors Program in Medicine 6 year BS/MD program. While in medical school, Dr. Shah completed the Clinical Research Training Program at the National Institutes of Health (NIH) in the Dermatology Branch of the National Cancer Institute. She went on to complete her Internal Medicine Preliminary Internship at St. Luke's-Roosevelt Medical Center, an affiliate of Columbia University. She then completed her Dermatology Residency as Chief Resident at New York Presbyterian Hospital/Columbia University Medical Center.

Dr. Shah is board certified in Dermatology and is a Fellow of the American Academy of Dermatology. She enjoys practicing the entire spectrum of medical, surgical and cosmetic dermatology.

Currently, Dr. Shah practices tele dermatology by delivering quality care to patients across the United States. She is Avera eCARE's first tele dermatologist and initiated the synchronous tele dermatology collaboration with the Indian Health Service (IHS). IHS is an operating division within the U.S. Department of Health and Human Services (HHS). IHS is responsible for providing direct medical and public health services to members of federally-recognized Native American Tribes and Alaska Native people.



# Programs & Speakers

## Aesthetic Track

### **Energy-based Devices in 2020**

This presentation is a comprehensive overview of the most common energy-based procedures in 2020. We have moved from just lasers and IPL to energy-based devices including Radio Frequency and Microwave applications.

#### **Patrick Clark, PhD, CLMSO**

Medical Laser Dynamics, Dallas, TX

Patrick Clark is the CEO and Director of Clinical Education at Medical Laser Dynamics. Numbers of internationally known facilities and organizations call upon Pat to assist in development, testing, application and safety of light on tissue worldwide. He has direct experience in complete hospital programs, outpatient and freestanding surgery centers, the beginnings of office and spa applications and the development of light applications for nonprofessional and home use.

Pat has run his own business, Medical Laser Dynamics, for independent consulting and education with energy-based and minimally invasive procedures since 2004. Often called upon by laser manufacturers and having given over 900 clinical and lay lectures in the last 30 years, Pat can bring a world of experience to your select needs.



### **Staying Focused on the Fundamentals of Growing Your Aesthetic Business**

*Watch for program updates*

#### **Carrie Galpin**

Director of HCP Training & Education, Aesthetic Dept  
Galderma



## Programs & Speakers

# Aesthetic Track

### **Benefits and Applications for Platelet-Rich Plasma**

Learn about the benefits, applications and techniques involving PRP with micro-needling and injections. PRP is a well-documented therapy for many conditions and cosmetic purposes. **LIVE DEMO!!**

#### **Edmond I. Griffin, MD,**

Founder, Dermatology Associates of Atlanta

Dr. Ed Griffin has devoted his career to skin care – head to toe. He is a board-certified dermatologist and dermatologic surgeon and a recognized expert in the field of dermatological surgery, specializing in hair restoration, skin disease and overall skin care.

Since 1976, Dr. Griffin's primary specialty has been hair replacement surgery. Specialty centers at Dermatology Associates of Atlanta include The Laser Institute of Georgia, The Griffin Center of Hair Restoration and Research, The Griffin Center for Women's Hair Loss and Skin Medics™ Medical Spa.

Throughout his career, Dr. Griffin has stayed at the forefront of technology and innovation devoting time to train others in the field and to giving lectures at nationwide meetings for organizations.



## Programs & Speakers

# Office Staff Track

### **Maximizing Effective Collections in the Medical Office**

The importance of a good patient financial policy will be covered including how to talk to patients about money and how to choose a collection agency. Accounts not paid within specified terms can severely impact the overall cash flow of a practice. A clearly defined, carefully communicated, yet diplomatic payment policy may help avoid difficult collection situations.

#### **David Wiener, CEO/President**

Cash Flow Strategies, Inc., Canton, GA

David Wiener, known as “Mr. Cash Flow”, is the Founder and CEO of Cash Flow Strategies, Inc. and is a Fellow of the American College of Healthcare Trustees. He is a recognized authority in improving cash flow and has been cited locally and nationally in print, radio and television.

David has been involved in the business of medicine and dentistry for almost 35 years. He conducts webinars and speaks regularly across the country at many conferences and seminars. He addresses the changing world of business cash flow, regulatory compliance, medical receivables and how practices can adapt to new realities while protecting the bottom line.

[Click here to read more about “Mr. Cash Flow”.](#)



## Programs & Speakers

# Office Staff Track

### **Protecting Health Information is Patient Care**

Identity theft, financial consequences, family and work problems are just a few of the external impacts when we fail to protect patient information. What happens when patients don't trust you to protect their privacy and secure their data? Loss of trust in providers often leads to patients who fail to seek and receive proper treatment. Learn some real world examples of cases and patient impacts along with how you can do your part to make sure patient care includes protecting their information.

#### **Donna Grindle**

Kardon

Donna Grindle has been helping those in healthcare professions with their IT, security and privacy needs for over 30 years. Early in her career she worked in software development progressing through the ranks to management and executive positions before striking out on her own in 1998, specializing in consulting and technology support for a variety of businesses in the medical industry.

As founder and president of Kardon, Donna's extensive experience is focused on developing and maintaining effective privacy and security programs with a focus on those that must be HIPAA compliant.

Donna is a frequent - and highly entertaining - speaker at conferences, forums and webinars. She has a unique ability to make topics like HIPAA and cybersecurity interesting and fun. She does this every week on her podcast "Help Me With HIPAA".

[Click here for more information about Donna and Kardon.](#)



## Programs & Speakers

# Office Staff Track

### **Now, How, Wow**

It's not uncommon for practices to get stuck in a rut of doing things the same old way because "that's what we have always done." This presentation focuses on each of the various touch points within the patient experience, starting from the first impression (website and/or telephones) through check-out. The intent is to review what is currently being done at each step and discuss with the attendees how they can make it a "wow" for the patient. Recommendations and suggestions are provided within the content but it's also a great way to engage the staff to think outside of the box when looking for ways to enhance the patient experience.

### **Michele Simmons**

Allergan Practice Consulting Group, Richmond, VA

Michele Simmons is a Senior Management Consultant with the Allergan Practice Consulting Group of Allergan, Inc. She consults with dermatology, medical spas and plastic surgery practices in the areas of financial analysis, practice evaluations, human resource issues, internal and external marketing, leadership training and team building. After more than 16 years, she also advises on sales training, compensation and cosmetic practice development.

Michele has participated in corporate marketing initiatives that included planning and strategizing the launch of several new products and indications into the field of aesthetic medicine. Previously, she worked as a practice administrator and patient care coordinator for a private practice in the southeast.

Michele earned her bachelor of arts degree from Elon University in Elon, NC and her Masters of Arts in Organizational Communication from Queens University in Charlotte, NC. She currently lives in Richmond, VA.

